

REMARKS

The Examiner has rejected claims 1-3 and 6-9 as being anticipated by Quigg, 2002/0004732. The Examiner states that Quigg anticipates a ream wrapper comprising one or more printed manufacturer or retailer coupon or coupon booklets which are included inside the wrapped ream of paper, printed on either the inside or outside of said wrapper, and/or attached to an inside surface or outside of said ream wrap (p. 3, paragraph 26). The ream wrapper further contains a printed advertisement on the ream wrapper (p.3, paragraph 26). The printed coupons are attached to the surface of the ream wrap are inherently attached using adhesive backing as suggested in page 5, paragraph 40. The ream wrap is clear and/or comprises a clear window (p.4, paragraph 39).

Quigg relates to systems and methods for coordinating production and distribution of paper products, such as reams of paper, packaged with wrappers, cartons or other enclosures bearing promotional material, such as advertisement, and/or coupons. Quigg relates to a computer that coordinates the manufacture of the paper product, disposing promotional material on or in an enclosure for the paper product, enclosing the paper product, delivering the paper product, and tracking remuneration for the paper product and the promotional material.

Paragraph 26 states that:

In any of the foregoing embodiments, the wrapper 180 can have an outwardly facing surface with promotional material 182 (promoting goods and/or

services of the third party advertiser), and a print label 183 (identifying the type of paper product enclosed by the wrapper 180). The promotional material 182 can include an advertisement or a redeemable coupon. Alternatively, the promotional material 182 (advertisement or redeemable coupon) can be enclosed along with the paper product inside the wrapper 180 or other enclosure. In still a further alternate embodiment, the promotional material 182 can be disposed on the enclosure after the paper product is disposed within the enclosure.

Quigg describes in Figure 5, a wrapper configured to wrap a ream of paper. The wrapper can have promotional material on the top panel, bottom panel, side panels, and end panels.

As shown by the claims of Quigg, Quigg teaches a computer system which illustrates the relationship between the paper company, ream wrap manufacturer and an advertiser. Quigg does not teach the packaging for a ream of paper as discussed in the claims of the present invention.

Amended claim 1 requires that the ream wrap require a clear ream wrap so that a user can see the ream of paper and the coupons or coupon booklets inside the ream wrap without removing the ream wrap from the ream of paper. Quigg requires that the ream wrapper be a paper product as stated in the Abstract, and throughout the specification. Therefore the wrap cannot be clear and see through. Therefore, claim 1 cannot be anticipated or obvious over Quigg.

Claim 6 requires that the ream wrap have the printed coupons attached to an inside or outside surface of the ream wrap. Quigg does not described any means of attachment for the coupons to the ream wrap. In fact Quigg describes that the coupons can be placed inside the enclosure, not attached to the enclosure. Therefore claim 6 is not anticipated or obvious over Quigg.

Amended Claim 2 is now dependent on claim 6. Claim 2 requires that the ream wrapper have an advertisement on it notifying one of inclusion of the coupons inside the ream wrapper. Quigg does not teach this. Therefore, claim 2 is not anticipated or obvious over Quigg.

Claim 7 depends on claim 6 and requires that the coupons are attached using adhesive backing. Since Quigg does not teach that the coupons are attached, claim 7 is not anticipated or obvious over Quigg.

Claim 9 depends on claim 1 and requires that the ream wrap have a clear window. Since Quigg describes a paper product, claim 9 is not anticipated or obvious over Quigg.

Amended claim 3 requires that the ream wrapper have solid or dotted lines for a user to cut out the coupons. Since Quigg does not teach this, claim 3 is not anticipated or obvious over Quigg.

Applicant has cancelled claim 8.

The Examiner has rejected claim 3-5 as being anticipated by Hill, 5,645,300. The Examiner states that Hill anticipates a wrapper comprising one or more printed manufacturer or retailer coupons (reference 23, Figure 1), which

are printed on either the inside or outside of said wrapper comprising solid or dotted lines for a user to cut out said coupons and/or perforations precut or pressed into said wrapper (col. 4, l. 66- col. 5 l. 7). Note the limitation that the wrapper is a ream wrapper is an intended use limitation in an article claim.

Articles are defined only by structure and not merely by stating an intended use of the article. In this case, the wrapper of Hill has the same structural limitations as the ream wrapper and has the ability to wrap around a ream. Therefore, the wrapper of Hill anticipates all of the limitations of claim 3.

Hill relates to a vegetable label wrapper. First and second flexible strips of paper or plastic have a header formed at one end and are overlapped at the other end to be held together by an adhesive. An adhesive pattern of discrete spaced adhesive elements is provided on the inner face of at least one of the strips and engages the container or covering of a product being packaged so that the label assembly does not inadvertently detach from the package. There is no adhesive where the label covers the open top.

A first permanent adhesive pattern substantially connects the first and second strips together adjacent the first end thereof to form a header. The outer face of the strips can be printed on. The strip may have a coupon or recipe indicia. Perforations on portions of the strips can contain indicia to be removed.

The problem solved by Hill is that a label may slip from the packaging, or tear plastic portions of the packaging when the label is removed making the packaging less effective.

Amended claim 3 requires a ream wrapper, and a ream of paper, wherein the ream wrapper wraps the ream of paper. The ream wrapper has coupons which are printed on the inside or outside of the wrapper. Hill does not teach a ream wrapper, a ream of paper nor a ream wrapper that wraps the ream of paper. Further Hill does not teach a ream wrapper having coupons printed on the inside or outside of the ream wrap. For all of these reasons claim 3 is not anticipated or obvious over Hill.

Claim 4 is cancelled. Claim 5 depends on claim 3. For the reasons stated above for claim 3, claim 5 is not anticipated or obvious over Hill.

The Examiner has rejected claims 4-5 as being obvious over Quigg in view of Hill. The Examiner states that Quigg teaches all that is claimed in claim 3 as shown above and teaches that the promotional material includes a redeemable coupon (p. 3, paragraph 26). Quigg fails to explicitly teach that solid or dotted lines an/or perforations are formed around the redeemable coupon to enable the consumer to separate the coupon from the wrapper. However, Hill teaches that it is notoriously well known in the art of providing redeemable coupons in wrappers, to use solid or dotted lines and/or perforations to make the coupons easier to separate from the wrapper. It would have been obvious to combine the

teachings of Quigg and Hill since each of the aforementioned references are analogous insofar as being directed at wrappers for containing a product.

Therefore, it would have been obvious to apply solid or dotted lines and/or perforations around the coupons of Quigg, in order to make the coupons easier to separate from the wrapper, as taught by Hill.

As stated above Quigg relates to a computer system for assisting a user in wrapping paper products and attaching an advertisement to the paper products. Hill relates to solving the problem of that a label may slip from the packaging, or tear plastic portions of the packaging when the label is removed making the packaging less effective. The two patents are not analogous and not related. Therefore they cannot be combined. Further, based on the above claim 5 is not obvious over Quigg in view of Hill. Claim 4 has been cancelled.

Applicant believes that the application is now in condition for allowance.

"EXPRESS MAIL" Mailing Label No. EV 581903744 US

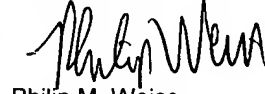
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Respectfully submitted,



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